



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Census 2020 Complete Count Committee

Monday, January 6, 2020

1:00 PM

5th Floor Conference Room

Call to Order

The meeting was called to order at 1:02pm.

Present: 8 - Phillip A. Ostrem, Julie McDermid, Tony Yang, Scott Rada, Michael Slevin, Mark Solyst, Pamela Strittmater, Tiffany Olson

Excused: 1 - Hetti Brown

Absent: 1 - Leah Durnin Hoover

Approval of Minutes

1. Approval of the December 2, 2019 Meeting Minutes.

Pamela Strittmater moved to approve the minutes. Julie McDermid seconded. The motion passed 7-0.

Agenda Items:

2. Census Website Tutorial. (Education and Outreach Materials)

Lisa Kilmer provided the Committee with a handout that provided a tutorial on navigating the Census 2020 website, particularly the information related to outreach materials. This included information on posters and the Census's Community Outreach Toolkit. Tony Yang asked if they were able to take language from the website and add it to the HMONG community members letter. Lisa stated that there was no approval needed to use. Just add any language you find on the website to the letter. Lisa also directed the Commission to Faith Community Fact Sheets and Education Fact Sheets. In March there will be a nationwide effort to promote the Census in schools. Lisa also stated that Wisconsin created their own Census 2020 website that has a lot of information to use. Scott Rada asked about information to use for Social Media. Lisa stated that the website has a Social Media toolkit. Lisa showed the Commission an example of the Census letter that people will get in the mail.

Mark Solyst arrived at 1:15pm.

Tiffany Olson stated that she would like to do a news story on the effort to recruit Census jobs. She would like to interview Tim Acklin, Lisa's media contact, etc. Lisa stated that she will provide contact information for her. Lisa also stated that the National Ad Campaign for the Census has started. Mark Solyst asked who to contact to help with recruiting efforts for jobs. Lisa stated she would help provide him with that information. Robert Giblin is her Census media contact and would also be able to provide any PSA information and toolkits to use in our efforts, such as videos and ads for any broadcast media.

Mark Solyst asked how a residence with four students should fill out the Census form. Linda stated that one student would need to fill out the part of the form for all of them and then each student would need to fill out their own respective part. The Committee felt that might be difficult for most to know and inquired about a toolkit for rental outreach. Linda stated that she would look into it.

Pamela Strittmater asked how the forms would be sent to residences. Linda stated that first it will come in an envelope, then a postcards, then someone knocking on your door. Michael Slevin asked how to fill out the Census form. Linda showed the Committee an example Census form and went over the questions. The Census has a program that will determine overlaps of students counted at different places to ensure accuracy.

3. Discussion on utilizing Census promotional items.

Staff showed the Committee all of the items that were delivered to the City. Staff also stated that a list of all available items for request were sent to the Committee members and if any more were needed for an event then to let Lisa and then know so it can be ordered.

4. Census updates. (County, Lisa Kilmer, City Staff, Budget)

Mark Solyst stated that he is meeting with the Lutheran Deans and will be able to talk with them about the Census and how to educate their congregations on its importance. Linda stated that she can come to any meeting to talk as well. Mark also stated that he can also talk with the Catholic church leaders.

Phil Ostrem stated that the All Neighborhood Leaders meeting is coming up and had invited Lisa to attend. Pamela Strittmater stated that Lisa Kilmer is coming to the next Apartment Association of the La Crosse Area meeting to talk with them. Lisa stated that the Library was willing to help with recruiting.

The Committee asked staff if the La Crosse Community Foundation was going to be approached to request funding for Census efforts. Staff stated they would check with the County to discuss a joint application to the Foundation. Julie McDermid stated that she felt it would be important to request funding to host our own events with food and Census promotional materials. Tony Yang stated that he would look into hosting HMONG events and would like funding to print posters that they would create with translated Census information.

Scott Rada stated that the La Crosse Tribune has started a column on the Census that will run through April.

5. Next Steps. What should the Committee be doing now?

Staff asked that ideas for Census promotion be brought to the February promotion. The Boat Show February 6-9th was suggested. Tiffany Olson suggested Family Fest at the La Crosse Center.

Adjournment

Mark Solyst moved to adjourn the meeting. Scott Rada seconded. The motion passed 8-0. The meeting was adjourned at 2:18pm.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.